METHOD AND SYSTEM FOR ADAPTIVE PRODUCT RECOMMENDATIONS BASED ON MULTIPLE RATING SCALES

5   **ABSTRACT OF THE DISCLOSURE**

An arrangement is provided for enabling adaptive product recommendations based on multiple rating scales. Users' feedback on recommended products is acquired in the form of post-use multiple-scale ratings. A multiple-scale rating comprises a plurality of rating scores with respect to a plurality of rating scales. Each post-use multiple-scale rating is obtained

10   with respect to one product and each product is rated, a priori, by a multiple-scale product rating. Acquired post-use multiple-scale ratings are analyzed. The results of such analysis are used to make future product recommendations adaptive.